

## CONTRACT



**WUAB**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**Crossroads Media**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 793559 /		<u>Alt Order #</u> 06224650
<u>Product</u> <b>CROSSROADS GPS</b>		
<u>Contract Dates</u> <b>07/30/12 - 08/03/12</b>		<u>Estimate #</u> <b>732</b>
<u>Advertiser</u> <b>Crossroads GPS</b>		<u>Original Date / Revision</u> 08/02/12 / 08/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WUAB</b>	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WUAB	08/03/12	08/03/12	M-F 7-730p	7-730p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----1--				1	\$475.00			
2	WUAB	08/03/12	08/03/12	M-F 730-8p	730-8p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----1--				1	\$525.00			
E 3	WUAB	07/30/12	07/30/12	M-F 7-730p	7-730p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	1-----				1	\$475.00			
E 4	WUAB	07/30/12	07/30/12	M-F 730-8p	730-8p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	1-----				1	\$525.00			
5	WUAB	08/02/12	08/02/12	M-F 7-730p	7-730p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---1---				1	\$475.00			
6	WUAB	08/02/12	08/02/12	M-F 730-8p	730-8p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	---1---				1	\$525.00			
7	WUAB	07/31/12	07/31/12	M-F 7-730p	7-730p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-1-----				1	\$475.00			
8	WUAB	07/31/12	07/31/12	M-F 730-8p	730-8p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-1-----				1	\$525.00			
9	WUAB	08/01/12	08/01/12	M-F 7-730p	7-730p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--1----				1	\$475.00			
10	WUAB	08/01/12	08/01/12	M-F 730-8p	730-8p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--1----				1	\$525.00			
N 11	WUAB	08/03/12	08/03/12	Late News M-F	10-11p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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		<u>Original Date / Revision</u> 08/02/12 / 08/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----1--				1	\$650.00			
N 12	WUAB	08/03/12	08/03/12	M-F 10-11a	10-11a		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----1--				1	\$350.00			
Totals											12	\$6,000.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/03/12	12	\$6,000.00	\$5,100.00
<b>Totals</b>	<b>12</b>	<b>\$6,000.00</b>	<b>\$5,100.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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